

- 18 -

### Claims

1. Display apparatus for changing images, comprising
  - a, a cassette unit adapted for replacement as a single unit, the cassette unit comprising multiple sheet-formed image carriers, the image carrier comprising image parts constituting at least two different images, and the image carriers being subdivided into panels adapted for sliding between each other, the cassette unit further comprising a back plate covering a side of one of the image carriers,
  - b, moving means for moving the different image carriers relative to each other, and
  - c, a frame for supporting the cassette with the image carriers and the moving means, characterized in that
  - d, one of the image carriers is fixedly attached to the back plate along its edges,
  - e, the back plate is movable relative to the frame, and
  - f, the moving means is adapted for moving the back plate.
2. The display apparatus of claim 1, characterized in that the image carriers are substantially two-dimensional plates, with a negligible thickness relative to the size of the image.
3. The display apparatus of claim 2, characterized by that the image carriers are made of paper.
4. The display apparatus according to any one of claims 1-3, characterized by that an image is displayed by a pair of image carriers.
5. The display apparatus according to any one of claims 1-3, characterized by that an image is displayed by a single image carrier.
6. The display apparatus according to any one of claims 1-5, characterized by that there is an image on both sides of the image carrier

- 19 -

7. The display apparatus according to any one of claims 1-5, characterized by that the frame comprises a second cover sheet, and the moving means is adapted for moving the second cover sheet and the back plate simultaneously, in opposite directions.
8. The display apparatus according to claim 7, characterized by that the second cover sheet is made of a transparent material
9. The display apparatus according to any one of claims 1-8, characterized by that the moving means comprises an electric motor with an axle, and a cord wound onto the axle, the moved cover sheet being attached to the cord.
10. The display apparatus according to claim 9, characterized by that the cover sheet is disposed vertically, and the cord lowers or raises the cover sheet.
11. The display apparatus according to any one of claims 1-10, characterized by that the frame encloses the edges of at least one of the image carriers and the back plate and/or the cover sheet, and the apparatus comprises a friction reducing insert between the edges and the frame.
12. The display apparatus according to any one of claims 1-11, characterized by that the back plate is made of a transparent material.
13. The display apparatus according to any one of claims 7-12, characterized by that the image carrier is attached to the cover sheet and/or to the back plate with a double-sided adhesive tape.
14. The display apparatus according to any one of claims 1-8, characterized by that the moving means comprises a disk adapted for rotation in a plane parallel to the plane of the image carriers, means for transforming the rotating movement of the disk into a straight movement, and a motor having an axle parallel with the plane of the disk, the axle being in a frictional contact with the edge portion of the disk.

- 20 -

15. The display apparatus according to claim 14, comprising a magnetic cylinder being parallel with the axle of the motor, the magnetic cylinder contacting the other side of the disk and pressing the edge portion of the disk to the axle of the motor.

16. The display apparatus according to any one of claims 1-8, characterized by that the moving means comprises a motor and a cord attached to an axle of the motor, the cord changing its length under the effect of twisting.

17. The display apparatus according to claim 14, characterized by that the moving means comprises a disk having a magnetic material, and a magnetic cylinder attached to the axle of the motor and the magnetic cylinder being in a frictional contact with the edge portion of the disk.

18. The display apparatus according to any one of claims 1 to 17, characterized by that the back plate is movable under the force of gravity.

19. The display apparatus according to any one of claims 1 to 18, characterized by a magnetic connection between the moving means and the back plate of the cassette unit.

20. The display apparatus according to claim 19, characterized by that the magnetic connection between the back plate of the cassette unit and the moving means is established by a pair of anti-parallel magnets, and two ferromagnetic plates serving as means for closing a magnetic circle of the magnetic lines generated by the magnets.

21. The display apparatus according to claim 1, characterized by that the moving means comprises an artificial muscle.

22. The display apparatus according to any one of claims 1 to 21, characterized by comprising a detachable connection between the moving means and the back plate.

- 21 -

23. The display apparatus according to claim 22, characterized by that the detachable connection automatically engages and disengages when the cassette unit is inserted into the frame or removed from the frame, respectively.

24. Display apparatus for changing images, comprising

a, a cassette unit adapted for replacement as a single unit, the cassette unit comprising multiple sheet-formed image carriers, the image carrier comprising image parts constituting at least two different images, and the image carriers being subdivided into panels adapted for sliding between each other, the cassette unit further comprising a back plate and a front cover sheet covering the front and back side of the image carriers,

b, moving means for moving the different image carriers relative to each other, and

c, a frame for supporting the cassette with the image carriers and the moving means, characterized in that

d, one of the image carriers is fixedly attached to the back plate along its edges,

e, the cassette unit being formed exclusively of flexible sheets substantially without any empty volume within the cassette unit, and

f, the sheets covering the image carriers fits closely to the image carriers.